



Ten Penn Center  
1801 Market Street  
Philadelphia, PA 19103-1699



February 17, 1995

Dear APlus® Franchisee and Store Manager:

Effective January 1, 1995, R. J. Reynolds Tobacco Company has enhanced their retail display program. The APlus® authorized and recommended programs available only through R. J. Reynolds are as follows:

- 1) R. J. Reynolds Overhead Merchandiser, i.e. Main Unit for RJR P.O.S.; End Panel for APlus® Logo; the other end panel 'Thanks for Shopping...'
- 2) Cimarron Floor Rack - self-service or behind counter floor rack as needed (Merchandise Floor Rack with Cimarron, Doral, and Monarch).
- 3) R. J. Reynolds Full Price Display at cash register position.
- 4) Preferred Presence Floor Display for Full Price brand promotions (\$45.00 per month RDA allowance).
- 5) Doral Counter display \$40.00 per month).
- 6) Effective March 1995, a permanent Cimarron Counter Display.

The R. J. Reynolds overhead package merchandiser, counter displays, and floor merchandisers are the only fixtures authorized and approved for placement in APlus mini market® and APlus Express® locations.

This program was in effect in 1994, and will remain in effect through December of 1995. If you have any questions, please contact your APlus® Sales Representative.

Sincerely,

Joseph P. Keeney  
APlus® Franchise Manager  
Convenience Food Marketing

JPK0216/sop

cc: V. DeLaurentis  
R. Sloan  
L. DeAngelis  
C-Store Dept.  
All Food Sales Personnel  
J. Morris - RJR

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